

Jo To Go Coffee® Creates Revolutionary New Incremental Franchise Fee Structure

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Press release from: [Jo To Go Coffee](#)

Green Bay, WI—Jo To Go Coffee®, in response to the needs and concerns of future franchisees, has developed an Incremental Franchise Fee Structure that allows entrepreneurs to take small financial steps towards the opening of their Jo To Go Coffee® drive-thru predicated on first finding an approved real estate site.

“The bottom line is that, even though Jo To Go Coffee® drive-thrus have enjoyed success, many folks didn't feel comfortable putting out a lump sum franchise fee payment early in the process,” commented Jo To Go Coffee® Vice President of Franchising, Jonathan Lukens. “The new process allows franchisees to take ‘baby steps’ toward paying the franchise fee. It has already proven to be very popular.”

As part of the new fee structure, Lukens has broken down the franchising process into four simple steps:

Step 1) Franchise Application and Real Estate Training: The first step is completion of a no-obligation franchise application and enrollment in the Jo To Go Coffee® Real Estate Training program. The training program provides professional training and assistance on how to scout for a Jo To Go Coffee® drive-through site. The process culminates in the participant's completion of a real estate site evaluation form. The initial fee for this step applies to the franchise fee if the participant decides to continue in the franchising process.

Step 2) Site Evaluation Application Approval: Armed with knowledge from the Real Estate Training Program, future franchisees identify real estate site options locally, complete the real estate Site Evaluation Application for each site, and submit them to Jo To Go Coffee® for review and approval, along with a refundable site approval fee.

If Jo To Go Coffee® approves one or more sites, this fee applies to the final franchise fee and the process continues. If Jo To Go Coffee® does not approve the sites, the entrepreneur has the choice to either find other sites options and re-submit for approval or have the approval fee refunded with no further obligation.

Step 3) Franchise Agreement: Upon approval of the drive-thru site, Jo To Go Coffee® customizes the appropriate franchise agreement documents, which the entrepreneur returns with 60% of the franchise fee.

Step 4) Store Opening: The remaining amount of the franchise fee is payable after the store has been set-up and the staff has undergone comprehensive Jo To Go Coffee® in-store training.

Jo To Go Coffee® franchisee, Matt Lutsey of Atlanta, GA commented about this new franchising process: “When it came time to sign the franchise application, I was completely comfortable about my decision to open a Jo To Go Coffee® drive thru. Jo To Go Coffee® does a great job in guiding entrepreneurs along the path to opening their own specialty coffee business, and the new Incremental Franchise Fee Structure allows for much more flexibility.”

Jo To Go Coffee® is a leading specialty coffee drive-through. Founded in Green Bay, Wisconsin in 1998, Jo To Go Coffee® caters to busy lifestyles with speed, convenience, and fun. Jo To Go Coffee® has been hailed by Entrepreneur Magazine as the counterbrand to the world's leading specialty coffee retailer and continues to add coffee franchise opportunities across the U.S. The drive-thru coffee bar has franchises under contract in Georgia, Illinois, Kansas, Michigan, Missouri, New York and Wisconsin. For more information about Jo To Go Coffee®, please visit www.jotogo.com or www.jotogo.blogspot.com.

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